



WTIC-TV

## ORDER

Print Date 10/10/12

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Flight Dates 10/15/12-10/21/12

Contract / Revision 397725 /

Original Date / Revision  
10/10/12 10/10/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

FRIENDS OF CHRIS MUR

Agency Com 15%

Billing Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06368748

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 15% Market Value 336333

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	37%	124443
4WVIT	21%	70630
5WTNH	27%	90810
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	82	\$42,882.50	\$50,450.00	0.00	10/01/12	10/21/12	82	\$42,882.50	\$50,450.00
Totals	82	\$42,882.50	\$50,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/15/12	10/19/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$275.00		0.00			
E 2	61	10/15/12	10/19/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$275.00		0.00			
E 3	61	10/15/12	10/19/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$175.00		0.00			
E 4	61	10/15/12	10/19/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	8	\$300.00	01	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					8	\$300.00		0.00			
E 5	61	10/15/12	10/19/12		CM	10p-11p	MTWTF--	:30	7	\$1,400.00	01	0.00	NM	7	\$9,800.00



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Contract / Revision **397725** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **FRIENDS OF CHRIS MUR**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News at Ten											
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		7			\$1,400.00			0.00			
E 6	61	10/20/12	10/20/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$900.00	01	0.00	NM	1	\$900.00
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-		1			\$900.00			0.00			
E 7	61	10/15/12	10/19/12	M-F News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$375.00	01	0.00	NM	5	\$1,875.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		5			\$375.00			0.00			
E 8	61	10/15/12	10/19/12	M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		5			\$175.00			0.00			
E 9	61	10/15/12	10/19/12	M-F 12p-1p	CM	12p-1p	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
				M-F 12p-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		5			\$175.00			0.00			
E 10	61	10/15/12	10/19/12	M-F 2p-3p	CM	2p-3p	MTWTF--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00
				M-F 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		5			\$200.00			0.00			
E 11	61	10/21/12	10/21/12	NFL on FOX Early	CM	1p-4p	-----1	:30	1	\$8,500.00	01	0.00	NM	1	\$8,500.00
				Giants:Sun 1-4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1		1			\$8,500.00			0.00			
E 12	61	10/21/12	10/21/12	NFL Post Game	CM	4-430p	-----2	:30	2	\$2,500.00	01	0.00	NM	2	\$5,000.00
				Post Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----2		2			\$2,500.00			0.00			
E 13	61	10/15/12	10/19/12	M-F 3p-4p	CM	3p-4p	MTWTF--	:30	6	\$200.00	01	0.00	NM	6	\$1,200.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		6			\$200.00			0.00			
E 14	61	10/15/12	10/19/12	M-F 5p-6p	CM	5p-6p	MTWTF--	:30	6	\$200.00	01	0.00	NM	6	\$1,200.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MT--TF--		6			\$200.00			0.00			
E 15	61	10/15/12	10/19/12	M-F 630p-7p	CM	630p-7p	MTWTF--	:30	5	\$600.00	01	0.00	NM	5	\$3,000.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		5			\$600.00			0.00			
E 16	61	10/15/12	10/19/12	M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$800.00	01	0.00	NM	5	\$4,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		5			\$800.00			0.00			
E 17	61	10/21/12	10/21/12	Su 10p-11p	CM	10p-11p	-----2	:30	2	\$1,200.00	01	0.00	NM	2	\$2,400.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Contract / Revision     **397725**     Flight Dates **10/15/12-10/21/12**Hiatus DatesOriginal Date / Revision   10/10/12/   10/10/12Order Sep   00:15:00Advertiser   **Murphy/D/Sen/CT**Product **FRIENDS OF CHRIS MUR**Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	61	10/21/12	10/21/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$1,200.00	01	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----2	2		\$1,200.00		0.00						
E 18	61	10/15/12	10/19/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	4	\$950.00	01	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	4		\$950.00		0.00						
														<b>Totals</b>	<b>82 \$50,450.00</b>